

## AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently amended) A system for integrating event management, the system comprising:

at least one computer device including:

a customer relationship system for managing customer information for customers of an event provider stored in a customer database;

an event management system for managing event information for events provided by the event provider stored in an event database; and

a marketing system for contacting customers of the event provider using the customer database and the event database, the marketing system including:

a promotion system for informing a group of customers of an event, wherein the event requires payment for an individual to attend and attendance at the event is not limited to invited individuals only, and wherein the group of customers is identified as having a possible interest in attending the event using customer information stored in the customer database; and

a feedback system for obtaining feedback from a group of customers that attended the event, wherein the feedback is obtained using information contained in the customer database and the event database.

2. (Currently amended) The system of claim 1, ~~further comprising the at least one~~  
computer device further including an accounting system for managing accounting  
information for each event.

3. (Currently amended) The system of claim 1, ~~further comprising the at least one~~  
computer device further including a transaction processing system for processing  
electronic payment for an event.

4. (Original) The system of claim 1, wherein the marketing system further includes an  
analysis system for analyzing the event.

5. (Original) The system of claim 1, wherein customers are contacted by at least one of:  
an e-mail, a newsletter, and a telephone call.

6. (Original) The system of claim 1, wherein the customer relationship system includes:  
an information system for displaying customer information and event information;  
a customer management system for allowing a customer to manage the  
customer information; and  
a provider management system for allowing an event provider to manage the  
customer information.

7. (Original) The system of claim 1, wherein the event management system includes:  
a configuration system for allowing an event provider to manage the event; and

a registration system for allowing a customer to register for the event.

8. (Original) The system of claim 7, wherein the event management system further includes a registrant system for providing data on the event to a customer that has registered for the event.

9. (Original) The system of claim 7, wherein the event management system further includes a security system for limiting access to functionality of the event management system.

10. (Withdrawn) A method of integrating event management over the Internet, the method comprising:

defining an event of an event provider at a third party web site;

adding a link from an event provider web site to an event registration web page at the third party web site;

registering a customer for the event using the event registration web page; and

obtaining feedback on the event from a customer that attended the event.

11. (Withdrawn) The method of claim 10, further comprising managing accounting information for the event.

12. (Withdrawn) The method of claim 10, further comprising authorizing payment for the customer over the Internet.

13. (Withdrawn) The method of claim 10, further comprising providing additional information on the event to the registered customer.

14. (Canceled)

15. (Withdrawn) The method of claim 10, further comprising promoting the event to customers using email.

16. (Withdrawn) The method of claim 15, further comprising allowing the customer to set a subscription status for receiving event emails.

17. (Currently amended) A computer program product comprising a computer useable storage medium having computer readable program code embodied therein for integrating event management, the program product comprising:

program code configured to manage customer information for ~~event providers~~  
customers of an event provider stored in a customer database;

program code configured to manage event information for ~~the event providers~~  
events provided by the event provider stored in an event database; and

program code configured to market an event of ~~an~~ the event provider to customers of the event provider using the customer database and the event database,  
wherein the event requires payment for an individual to attend and attendance at the

event is not limited to invited individuals only, and wherein the program code configured to market an event includes:

program code configured to promote the event to a group of customers using email, wherein the group of customers is identified as having a possible interest in attending the event using customer information stored in the customer database; and

program code configured to obtain feedback on the event from a customer group of customers that attended the event, wherein the feedback is obtained using information contained in the customer database and the event database.

18. (Original) The computer program product of claim 17, further comprising:

program code configured to manage accounting information for each event; and  
program code configured to process payment by a customer for an event.

19. (Original) The computer program product of claim 17, wherein the program code configured to manage event information includes:

program code configured to define an event of an event provider at a third party web site;

program code configured to add a link from an event provider web site to an event registration web page at the third party web site;

program code configured to limit access to event information and management functions based on a security level of a user;

program code configured to register a customer for the event using the event registration web page; and

program code configured to provide additional event information to the registered customer.

20. (Original) The computer program product of claim 17, wherein the program code configured to manage customer information includes program code configured to allow each customer to manage the customer information for the customer.

21. (New) The system of claim 1, wherein the event management system enables an event provider to define the event over the Internet, provides the event provider with a link for an event registration web page that enables users to register for the event, and enables a user to register for the event using the event registration web page.